

## **EXECUTIVE SUMMARY**

*Referring to ITEBuild&Interiors (2016), the construction sector in Indonesia has grown 7 until 8 percent every year between 2015 and 2019. The reason of the growth is the high demand of housing and the high growth of the property sector in several cities throughout Indonesia. In carrying out development, taking into account the potential and variations of the region. Therefore, participation and development initiatives in every region of Indonesia must be considered from the capital to the Sub Urban area.*

*The construction development in regional area has been overlooked; in addition to that, the previous developments have not paid attention on the characteristics of Sub-urban area society. This area is generally located in the suburbs, in which the characters of the people are influenced by the the culture of the city (both physical and non-physical) and also by the village's culture.*

*Total available market is the number of housing needs and renovations for Indonesians. According to government data published on the Global Business Guide Indonesia, 800.000 new housing units are required every year to meet demand with an average construction cost Rp 100.000.000,- A report from the World Bank, Indonesia has 12.820.000 housing units requiring renovation services with an average cost of Rp 535.000,- based on data lokadata. Based on these data, total available market value is Rp 86 trillion.*

*Serviceable available market is the number of needs for new houses and renovations in sub-urban areas which amounts to Rp 6,1 trillion. Sumber Rezeki is targeting 10% to become serviceable obtainable market, which is Rp 610 billion. At this time, Sumber Rezeki made Citeureup in Kabupaten Bogor become a beachhead, its because Sumber Rezeki has building material store at Citeureup since 2006.*

*Renovation and construction requires a lot of money, causing limited costs. In addition, limited knowledge of the renovation and construction process can cause financial losses such as spikes in cost that caused renovation or construction stop due to running out of funds and non financial losses such as delays in completion time and unsatisfactory results.*

*Sumber Rezeki is a construction company that provides construction and renovation services for the Sub-Urban area by offering quality and transparency with affordable price. In delivering the service, Sumber Rezeki employs an approach based on community development. To*